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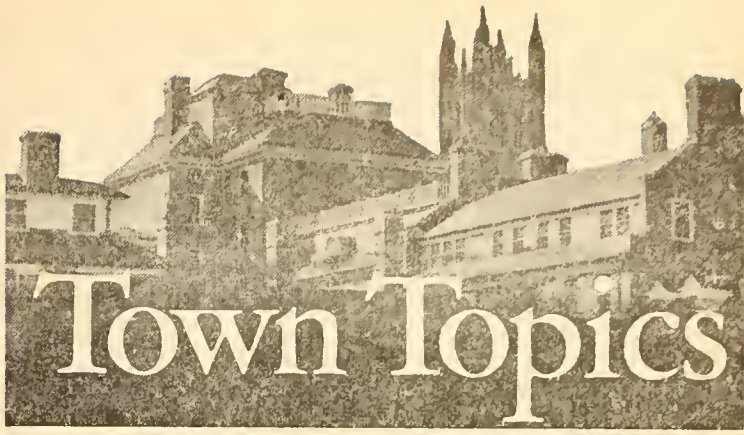

WE NOMINATE

Joseph Stansalaus Hoff, three times mayor of the Borough of Princeton and thrice appointed to high administrative office by three different Governors of New Jersey, who in the midst of his 81st year continues to enjoy what he describes as a "pretty stiff career." Born here the same year the United States purchased Alaska from Russia, this energetic octogenarian, with his deep-rooted interests in things political, grew with his community and successively —as accountant, retail merchant, bank organizer and officer, real estate broker and practitioner of the art of politics— contributed substantially to its growth.

A product of Princeton's parochial and public schools, Hoff whirled through the Capitol City Commercial College of Trenton (now Rider College), earning a place on the faculty before completing the prescribed two-year course. He passed up an opportunity to join the business staff of the *Philadelphia Press* and combined forces on Nassau Street with the late Albert S. Leigh, whose ventures ranged from the old Nassau Hotel to importing "eating beef" from the South. It was this association that led to the foundation in 1893 of the First National Bank of Princeton which Hoff still serves as a director and as a member of its appraisal and executive committees.

Hoff early acquired a voice of influence in the State Democratic organization. By a margin of four votes he gained his first elective post, collector of Princeton's taxes, and in 1911 was appointed to the State Civil Service Commission by his intimate friend and political idol, Governor Woodrow Wilson. The term was for five years and for one year of this period he was president of the Commission. Re-appointed in 1916 but promptly legislated out of office by a Republican legislature, he returned to the state limelight in 1922 and until 1929 held forth as warden of the New Jersey State Prison at Trenton.

A member of his party's State Committee and Democratic Chairman of Mercer County, Hoff in 1929 was elevated to the Borough mayoralty and was twice re-elected mayor with Republican indorsement. Proud of the role he played in helping modernize Princeton's service facilities, notably its sewage disposal system, he remained in public affairs although approaching 70. Governor Charles Edison (1941-1944) placed him on the State Board of Tax Appeals. Even more significant in Hoff's opinion is the fact that next month he will round out a half-century of membership in Mercer Engine Company Number 3.

For translating into positive action his faith in the efficacy of the two-party system at all levels of government; for his constant devotion to what he deems to be Princeton's best interests; for lending credence to the possibility that life can begin at 80; he is TOWN TOPICS' nominee for

PRINCETON'S
MAN OF THE WEEK
August 22-28, 1948

PATRON

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Town Topics

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Advertising Rates on Application.
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Vol. III, No. 24 August 22-28, 1948

Topics of the Town

One Way Only. As far as the housewife was concerned, the victrola needle was in the same old groove. The story of mounting food costs it told was as worrisome as it was monotonous: prices were up 1.4 percent over last month, 13 percent over June of '47 and 133 percent over the Summer of 1939. The greenback of that year would buy 43 cents worth of food today. When the time came that the 1939 dollar would buy no food at all, it would indeed be a day of reckoning.

Seasonal Sneezes. Hayfever sufferers who found tempers running short as they battled through last Winter's blizzards now learn that, in effect, lightning strikes twice in the same place: the heavy snows were a great boon to ragweed, leaving a "snow-born fertility" that has raised an unusually lush crop of pollen. Sneezes from last Winter's cold feet are now merely being perpetuated by the extra-rich ragweed harvest.

Credit Where Credit Is Due. Bookkeeping in its mildest form has always been an instrument of torture to us, so we are not sure the following pair of stories should be told. Nonetheless, giving way to temptation . . .

A young housewife we know ordered slipcover material from a large department store, charging it to her sister inasmuch as she carried no account with the store in question. Upon its arrival,

(*Continued on page three*)

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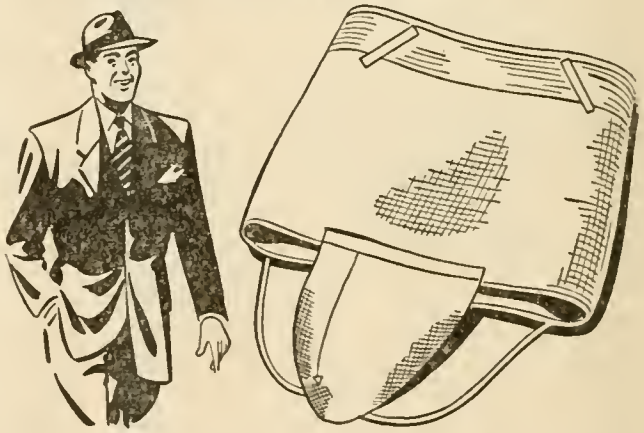

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EDWARD A. THORNE THE DRUGGIST

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TOPICS OF THE TOWN

(*Continued from page two*)

she did not feel it to be worth the $21.-95 involved and returned it. Shortly thereafter, she received a check for $21.95.

Sending the check back with a brief note explaining that no refund was owed, she was surprised a few days later to get another check in the same amount. Somewhat embarrassed that she had started the whole thing, she sent that one back, too. Meanwhile, her sister found a bill in her mail for slip-cover material billed in the amount of $35 08.

Pooling their wits, they penned a joint letter explaining the now highly confused transaction and relaxed, wilted but triumphant. Today, however, the young lady with the charge account has a letter crediting her with $8.83 (two payments of $21.95, less $35.08) and politely but firmly inviting her to use it at her convenience.

(*Continued on page four*)

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TOPICS OF THE TOWN

(*Continued from page three*)

We also have at hand the story of a magazine subscription drive that was equally fruitful to the participant: invited to invest in a combination offer, the subject of our tale indicates he asked for three years of Colliers and one year of Gourmet, for which he paid $10. When his order was acknowledged from Chicago, it confirmed his request in reverse.

His patient explanation of an error received a polite apology, together with the totally unexpected refund of the check in full. His only problem now is what to do with the veritable flood of current and back issues of both magazines with which his house is being bombarded.

New Season. Thursday morning, September 2, at 8 o'clock, 64 Princeton undergraduates will meet for breakfast at the football training table in Osborn

(*Continued on page seven*)

NATIONAL MAGAZINE writer and wife, both veterans, permanent Princeton residents, and expectant parents, desperately need 2 or 3 room apartment. Tel. 1064-R, weekends, or after 5:30 p.m.; daily, 1001.

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Calendar of the Week

Sunday, August 22d

7:00, 8:30, 10:00, 11:00 a.m.: Mass, St. Paul's Roman Catholic Church.

10:30 a.m.: "The Trial of Ezekiel," the Rev. Milton J. Nauss; Lutheran Service; Westminster Chapel.

11:00 a.m.: Sermon, the Rev. Dr. William L. Tucker; union service, First and Second Churches; Second Church.

Sermon, the Rev. Theodore H. McCrea, Priest-in-Charge; Trinity Episcopal Church.

"Mind," Lesson-Sermon; First Church of Christ, Scientist.

Sermon, the Rev. Claude Welch, Princeton University Department of Religion; Methodist Church.

8:15 p.m.: Evening service; First Church of Christ, Scientist.

Monday, August 23d

8:30 p.m.: Opening performance, "Burlesque," starring Bert Lahr; McCarter Theater.

Wednesday, August 25th

8:15 p.m.: Wednesday Evening Meeting; First Church of Christ, Scientist.

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News of the Theatres

The Playhouse

Give My Regards to Broadway (Fri., Sat.) offers numerous opportunities to stage song & dance acts as Charles Winniger seeks to prove that vaudeville isn't dead. His efforts, however, all but kill off the picture.

A Date with Judy (Sun. thru Wed.) tells of a couple of teenagers who find their parents quite a cross to bear. A lavish Technicolor musical with Jane Powell, Wallace Beery and the none-too-pleasing tunes and songs of Xavier Cugat and Carmen Miranda.

The Street with No Name (Thurs., Fri., Sat.), a semi-documentary crime drama based on FBI files, follows gangsters on their depredations, makes the most of good acting, a suspenseful plot, striking photography. Richard Widmark.

The Garden

Fury at Furnace Creek (Fri., Sat.), a western several cuts above average, tells of Victor Mature's efforts to clear an Army officer framed after an Indian massacre in Arizona. Well told.

Escape (Mon., Tues., Wed.), latest version of John Galsworthy's 1925 story about an innocent man's jailbreak and the subsequent manhunt, provides adequate entertainment. Rex Harrison.

The Best Years of Our Lives (Thur., Fri., Sat.) is the 1946 picture, starring Frederic March and Myrna Loy, of three homeward-bound veterans whose adjustment problems produce both tears and laughter. Well made but very long (shows at 2 and 8 p.m.)

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TOPICS OF THE TOWN

(*Continued from page four*)

Field House. Although they've already beaten the gun, this will be the official signal for Old Nassau's myriad grid enthusiasts to start tossing verbal forward passes and calling Monday morning signals.

Fourteen of the 28 lettermen from last year's Big Three titleholders will be back. Practicing from 9 to 11 and 6 to 8 six days a week until college opens. The season's first clash is with Brown October 2.

Biggest jobs facing Charlie Caldwell will be to replace Captain Dick West, signal-calling blocking back, and Frank Perantoni, who anchored the 1947 line. This year, Perantoni is underscoring the size of his loss to the Tigers by winning the starting berth as center of the New York Yankees' line.

Don Cohn, who is sound on defense,

(*Continued on page eight*)

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TOPICS OF THE TOWN

(*Continued from page seven*)

and Frank Reichel and Cabell Woodward, a pair of sophomores who, incidentally, shared the Mills Kicking Trophy, will battle for Perantoni's post. Other newcomers to watch: Ed Reed, a fine addition to Cappy Cappon's squad of ends, and George Chandler, a youngster who may step into Dick West's shoes.

Miscellany. Sons have been born at Princeton Hospital to Mr. and Mrs. Thomas Sullivan, 166 John, Mr. & Mrs. John Pemberton, 391 Nassau, and Mr. and Mrs. Edward Lloyd, 143 Jefferson . . . daughters to Mr. & Mrs. Isaac Cooper, 144 Witherspoon, Mr. & Mrs. Wells Drorbaugh, 145 Hodge, Mr. & Mrs. Herbert Hobler, 104 No. Stanworth, and Mr. and Mrs. Henry Pierre, 57 Wiggins.

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